

WASTE EDUCATION SERIES

Recycling Education Workshop

November 15, 2006

This one day hands-on workshop will introduce the basic principles of social based marketing; provide strategies for working with local media, and techniques for measuring the success of recycling education programs.

Who will benefit from this workshop? Local recycling program managers and other local officials responsible for educating the public about recycling or solid waste requirements or issues.

Program Summary: In the morning Elaine Andrews, UW Extension Environmental Education Specialist, will introduce the concept of social marketing and lead participants through an exercise that will create a draft outreach plan.

Jo Futrell, UW Ext. Public Information Specialist, will provide strategies and tips for working with and through local media.

Joe Van Rossum, UW-Ext. Recycling Specialist, will lead the afternoon session which will begin with strategies for measuring education program outcomes.

The workshop will conclude with an overview of educational materials that have been developed to educate the public about recycling and other solid waste issues. Attendees are encouraged to bring educational materials from their program to share.

Recycling Education Workshop

November 15, 2006

9:00 am – 3:30 pm (Lunch Provided)

Jefferson County UW Extension Office

864 Collins Rd.

Jefferson, WI

Name _____ Organization _____

Address _____

City/State/Zip _____

Phone _____ E-Mail _____

Special Dietary Needs _____

Fee for the Recycling Education Workshop is \$30.00 per participant. Registration must be received by November 1, 2006. Cancellations for refunds must be received by November 1, 2006

Make checks payable to:

UW Extension

For additional information contact:

Joe Van Rossum 608-262-0936

vanrossum@epd.engr.wisc.edu

Mail checks and this Registration form to:

Solid & Hazardous Waste Education Center

Attn: Cathleen Condon

610 Langdon Street, Room 528

Madison, WI 53703